

ID730 Modelling User Experiences

Exploring Asthma Patients’ Experience on Medication Adherence

Ahmet Burak Aktas

Abstract

As famously stated by former US Surgeon General C. Everett Koop, “Drugs don’t work in patients that don’t take them”. Medication non-adherence is a huge and increasing problem in the medical industry, associated with almost 200.000 deaths and an excess cost of €80-125 billion only in the European Union. Among the most non-adherent patients, asthma patients stand out because of not only they face regular challenges of being adherent, they are supposed to use inconvenient inhalers instead of regular pills. As stated by the Guide For Asthma Management and Prevention, 80% of asthma patients do not use their inhalers correctly or regularly. Although there are some studies focusing on the reasons of medication non-adherence, they mostly identify

generic reasons and do not dive into patient’s detailed experience and journey. This study aims to understand the emotional and cognitive experience of asthma patients throughout different stages of the disease and perceive the motivations and challenges of taking medication correctly and on time. Research was conducted with a semi-structured interview utilizing UX curve method, followed by a week-long diary study to deeply understand patients cognitive and emotional models. Overall findings show that participants have distinct motivations and barriers on medication adherence and have developed their way of living with the disease, although it is not always desirable.

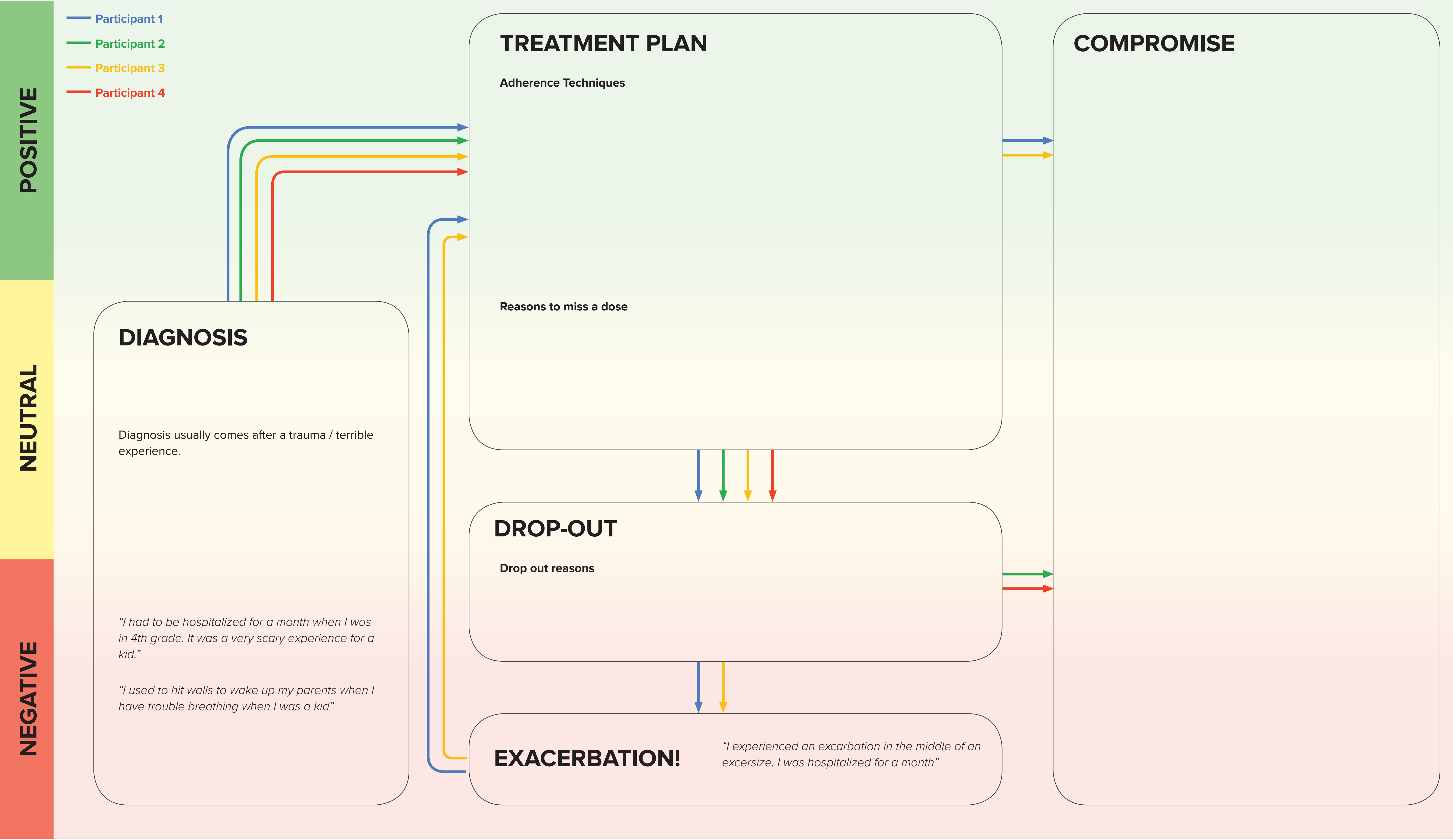
Study

The research was conducted on 4 participants in three steps. First, semi-structured interviews were conducted with the participants using UX curve method to deep dive into their memories and past experiences. Second, a week-long diary study was done with participants who are actively using their medicine (n=2) to learn more about their daily used techniques or barriers on inhaler usage.

Finally, another interview was conducted with participants who have successfully finished the diary study to uncover the reasons of medication non-adherence and their personal techniques



User Experience Model



Conclusions/Discussions

References